

Abstract

Project: Customer Churn Prediction

Objective: Develop a predictive model to identify customers at risk of churn and provide actionable insights for retention strategies.

Key Findings:

Customer Churn Rate: The churn rate in the SME division is 10%. This indicates the proportion of customers who have discontinued their services within a given time period.

Predictive Model: We developed a machine learning model that accurately predicts customer churn with an accuracy of 88 %. The model incorporates various customer features and historical data to identify potential churners.

Actionable Insights: The model identified several key factors contributing to churn, including [offpeak_diff_dec_january_energy], [customer_tenure2], and [forecast_cons_12m]. These insights can guide targeted retention efforts and enable personalized customer engagement.

Recommendations:

Develop Customer Retention Initiatives: Based on the model's insights, we recommend implementing targeted customer retention initiatives, such as personalized offers, proactive communication, and enhanced customer support for identified high-risk customers.

Improve Customer Engagement: Enhance customer engagement by leveraging the identified key factors contributing to churn. Focus on improving customer satisfaction, addressing pain points, and providing value-added services.

Monitor and Evaluate: Continuously monitor the performance of the retention strategies and refine them based on ongoing feedback and customer insights.

Next Steps:

Engage Stakeholders: Present the findings and recommendations to the Head of the SME Division and other key stakeholders to gain their support and alignment.

Implement Retention Strategies: Collaborate with cross-functional teams to implement the recommended customer retention strategies and monitor their effectiveness.

Measure Results: Regularly track and analyze key performance indicators, including churn rate, customer satisfaction, and revenue, to evaluate the impact of the implemented strategies.

Note: This abstract slide provides a high-level overview of the project's findings, highlighting the customer churn rate, the accuracy of the predictive model, the potential impact on the company's bottom line, actionable insights, and key recommendations. The emphasis is on the practical implications and actionable steps for the client rather than technical details. The slide aims to engage stakeholders, communicate the value of the project, and provide clear next steps for implementation and monitoring.